



**SUPERIOR TRADE ZONE  
REGULAR MEETING  
Friday, December 15, 2017 at 9:00 a.m.**

A meeting of the Superior Trade Zone was held on Friday, December 15, 2017, at 9:00 a.m. at the Maple Ridge Township Hall. 3892 W Maple Ridge 37<sup>th</sup> Road, Rock, MI 49880.

**PRESENT: (If box is checked, it indicates a representative from that location was present)**

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|---|--|---|
| <input checked="" type="checkbox"/> Chocolay Township   | <input checked="" type="checkbox"/> Forsyth Township     | <input type="checkbox"/> Nahma Township               |
| <input checked="" type="checkbox"/> City of Escanaba    | <input type="checkbox"/> Garden Township                 | <input checked="" type="checkbox"/> Negaunee Township |
| <input checked="" type="checkbox"/> City of Gladstone   | <input type="checkbox"/> Humboldt Township               | <input checked="" type="checkbox"/> Richmond Township |
| <input checked="" type="checkbox"/> City of Marquette   | <input checked="" type="checkbox"/> Ishpeming Township   | <input type="checkbox"/> Wells Township (Mqt)         |
| <input checked="" type="checkbox"/> Delta County        | <input checked="" type="checkbox"/> Maple Ridge Township |   |
| <input type="checkbox"/> Ewing Township                 | <input checked="" type="checkbox"/> Masonville Township  |   |
| <input checked="" type="checkbox"/> Ford River Township | <input checked="" type="checkbox"/> Marquette County     |   |

Scott Erbisich- Marquette County, Lisa Glish- City of Escanaba, Renee Barron- City of Gladstone, Gary Simpson- City of Marquette, Vicki Schwab- Delta County EDA, James Nankervis- Ishpeming Township, Gary Boudreau- Ford River Township, Stacy Filizetti- Forsyth Township, Judy Trudell- Maple Ridge Township, Nick Leach- Negaunee Township, Dale Throenle- Chocolay Township, Ryan Bergman- Delta County, Bill Luetzow- Richmond Township, Scott Mills (via phone)- Richmond Township, Pete Brock- Masonville Township

**ALSO PRESENT:**, Stephanie Zadroga-Langlois- Northern Michigan University, Michael Stumpf- Place Dynamics, Marilyn Haroldson- Place Dynamics

**ABSENT:** Brian Johnson- Ely Township, Ray Young- Garden Township, Thomas Prophet- Humboldt Township, Warren Groleau- Nahma Township, Robert Therrian or Steve Mileski- Wells Township, Thomas Linjala- Ewing Township

Scott Erbisich called the meeting to order at 9:01 a.m.

**ROLL CALL**

Scott Erbisich conducted roll call.

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was recited by all in attendance.

**APPROVAL/CORRECTION(S) TO MINUTES:**

**A motion was made by Jim Nankervis, seconded by Gary Boudreau Sr., to approve the meeting minutes from October 17, 2017 as submitted. Ayes were unanimous. Motion Passes.**

## **APPROVAL/ADJUSTMENTS TO THE AGENDA**

Erbisch suggested removing item 2. UPPCO update- Brett French. French is out sick.

## **CONFLICT OF INTEREST DECLARATION**

None.

## **UNFINISHED BUSINESS**

Erbisch informed the group that the Superior Trade Zone website is up and running at [superiortradezone.org](http://superiortradezone.org). The site will now be managed by the Lake Superior Community Partnership.

Erbisch also introduced Erik Powers from the Lake Superior Community Partnership, who will be the administrative staff lead for the STZ.

## **PUBLIC HEARINGS**

None.

## **NEW BUSINESS**

### **1. Update—Defense Manufacturing Assistance Program- Stephanie Zadroga-Langlois, NMU Office of Continuing Education and Workforce Development.**

Zadroga-Langlois shared an update on the Defense Manufacturing Assistance Program grant that NMU was awarded through the Michigan Economic Development Corporation. NMU is working with the Department of Homeland Security and Michigan Defense Center. The purpose of the grant is to identify and assist Upper Peninsula businesses in removing barriers to working with the Michigan Defense Center. Sectors that are being focused on are advanced manufacturing, cyber security, maritime and 3-D printing, although no one is excluded. A survey was recently distributed to roughly 900 targeted businesses. Upon compilation and analyzation of survey data, next steps will be taken. Zadroga-Langlois urged all those present to encourage businesses to become involved with the grant.

V. Schwab told Zadroga-Langlois to let her know how Delta County EDA can help. Schwab also mentioned the recent growth of the aerospace industry in Delta County.

Erbisch asked if public entities were eligible for the grant. He explained that Marquette County contracts with the military for testing purposes. Zadroga-Langlois said they are considering all who are interested, and that it is the Defense Center that makes the final decision.

### **2. Update—Upper Peninsula Power Company- Brett French, Vice-President of Business Development and Communications- Item Removed**

### **3. Discussion—Organization Meeting Frequency and Methodology**

Erbisch reviewed the meeting survey results (attached). Erbisch noted that people found the conference call-in option important and that he would ensure it is an option moving forward. Discussion was held concerning meeting frequency- either every other month or quarterly.

Schwab stated that now that the group has a foundation set, quarterly meetings may be sufficient in meeting expectations. She also said that the ability to call special meetings to deal with specific economic development projects would be helpful.

Michael Stumpf said that Place Dynamics will need a couple meetings to complete the Marketing Study and that he will talk with Powers regarding scheduling. The Marketing Study is to be completed by May 31<sup>st</sup>, so the regularly scheduled February and April meetings make sense. In light of this, Erbisch

suggested that bi-monthly meetings continue for the time being, and that the topic could be revisited once the Marketing Study is completed.

Meetings are typically held on the third Tuesday of the month at 9 am. The next two meetings will be February 20<sup>th</sup> and April 17<sup>th</sup>.

**A motion was made by Dale Throenle, seconded by Pete Brock to proceed with the bi-monthly schedule as discussed. Ayes were unanimous. Motion Passed.**

The topic of meeting cancellation/postponement in the event of inclement weather was discussed. The Chair and Vice-Chair will make the call as far as cancellation/postponement, and Powers will distribute information to the Committee via the 'Remind' app. (remind.com) Powers passed around a sheet to gather everyone's cell phone numbers.

#### **4. Discussion—Subcommittee Structure**

Erbisch wanted to revisit the subcommittee lists to update member lists. He suggested that the Marketing & Branding Subcommittee reconvene soon now that things have been established with the full committee.

Bergman pointed out that Anne Milne is no longer with CUPPAD and can be removed from the Financial Subcommittee. Schwab suggested adding Joe Boogren- Forsyth Township, to the Marketing & Branding Subcommittee.

Throenle, being new to the group, asked Scott to give an overview of what the subcommittees do. Erbisch gave an overview and advised Throenle and the committee at large to reach out to Powers for more information.

#### **5. Recommendation – Accept Bark River Township withdrawal from Superior Trade Zone**

Erbisch stated Bark River Township had requested to withdraw from involvement in the Superior Trade Zone. Erbisch asked for a motion to accept their withdrawal, with regrets. Bergman pointed out that their request makes sense as they are largely dependent upon Hannahville Indian Community as an economic engine.

**A motion was made by Ryan Bergman, seconded by Jim Nankervis to accept, with regrets, Bark River Township's withdrawal from the Superior Trade Zone. Ayes were unanimous. Motion Passes.**

Bergman suggested revisiting the topic of allowing Indian Tribes to join the STZ. Erbisch will follow up with Dave Nyberg- State of Michigan Tribal Liaison, to revisit the issue.

#### **6. Discussion—Budget**

Erbisch presented a draft 2018 budget to be considered for approval. He noted that the amount contributed by Marquette and Delta Counties and Marquette and Escanaba cities was modified.

Bergman suggested reimbursing Marquette and Delta County EDOs at the standard IRS travel rate to encourage meeting attendance.

**A motion was made by Ryan Bergman, seconded by Gary Boudreau to allow reimbursement of Marquette and Delta County EDOs. Ayes were unanimous. Motion Passes.**

Schwab suggested allowing project-based monetary requests on an as-needed basis. She said that EDOs or others could approach board with requests. It was suggested to bring any requests to subcommittees first, and then follow through with the full committee for approval.

**A motion was made by Ryan Bergman, seconded by Gary Boudreau to authorize the chair to spend up to \$500 to assist projects in the Superior Trade Zone. Ayes were unanimous. Motion Passes.**

**A motion was made by Bill Luetzow, seconded by Gary Boudreau to accept the proposed 2018 budget. Ayes were unanimous. Motion Passes.**

## **7. Update/Discussion—STZ Marketing Strategy- Michael Stumpf, Place Dynamics**

Michael Stumpf introduced himself and Marilyn Haroldson of Place Dynamics. They gave an overview of the Marketing Strategy that Place Dynamics is completing on behalf of STZ. He shared that he and Haroldson had interviews with several Marquette and Delta County businesses the previous day (Dec. 14). He shared several topics that reoccurred throughout their discussions:

- Concerns about workforce availability and quality
- Financing, limited personal resources
- Unfamiliarity with economic development programs
- Transportation, travel distances, remoteness
- Marketing
- Lack of collaboration- government units, nonprofits, community organizations

Stumpf then raised a question for group discussion: What type of results would you like to see come out of study? What types of questions would you like answered? Discussion points below:

- What types of industries are mobile enough to relocate to area?
- What stops people/businesses from coming to area? What are the limits to growth?
- What can communities do to better attract workforce?
- Power costs- how to alleviate high costs.
- Transportation infrastructure, road, rail
- How to best enhance and/or replace mainstay industries
- Survey large companies- Why won't you come to the UP?
- Survey young people- What would make you stay?
- Career and Technical Education gaps between education and workforce

Stumpf raised another question for group discussion: While the focus is on manufacturing, how broadly do we move beyond that in the study?

- Engineering (Proximity to MTU), alternative energy- solar, wind
- Revisit rules, but why not involve all that we (STZ) can?
- Millennial trends- tech, cybersecurity
- Attracting people to area with no prior connection
- Trade (proximity to Wisconsin, Canada), supply chains, logistics
- Airport accessibility

Bergman suggested to not be afraid of a flexible marketing strategy. There are differences between Marquette and Delta counties that should be celebrated. Erbisich advised to celebrate the similarities as well.

## **MEMBER ANNOUNCEMENTS AND UPDATES**

Luetzow wished everyone a Merry Christmas, as did Erbisich.

## **GENERAL PUBLIC COMMENT**

None.

## **AUTHORITY/STAFF COMMENT AND ANNOUNCEMENTS**

None.

**ADJOURNMENT**

Scott Erbisch adjourned the meeting at 10:45 a.m.

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Scott Erbisch, Chairperson  
Marquette County Administrator

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Patrick Jordan, Vice-Chairperson  
City of Escanaba City Manager